



Replacement Sheet; Serial No.: 10/705,359; 2/25/2004

## Sales & Marketing: Selling and Sources of Business

Note: This is a portion of the detail of the Sales & Marketing 'Sub-Page', the 1st of 11 sub-pages

|  |  | N/A | Weak | Avg | Strong | Add to<br>90-Day<br>Plan | Add to<br>One-Year<br>Plan |
|--|--|-----|------|-----|--------|--------------------------|----------------------------|
| 380                                    | 1 Customer 1sty Impression of yYour Facility |     |      |     |        |                          |                            |
|  | Overall Impression from street               |     |      |     |        |                          |                            |
|  | Signage                                      |     |      |     |        |                          |                            |
|  | General Appearance of Building               |     |      |     |        |                          |                            |
|  | Clear wide entrance                          |     |      |     |        |                          |                            |
|  | Appearance of Parking Area                   |     |      |     |        |                          |                            |
|  | Parking places available                     |     |      |     |        |                          |                            |
|  | Parking places well marked                   |     |      |     |        |                          |                            |
|  | Estimating area marked                       |     |      |     |        |                          |                            |
|  | Appearance of Reception Area                 |     |      |     |        |                          |                            |
|  | Clean  |     |      |     |        |                          |                            |
|  | Comfortable                                  |     |      |     |        |                          |                            |
| 2 Customer 1st Impression of Employees |  |     |      |     |        |                          |                            |
| Telephone Answering & Handling         |  |     |      |     |        |                          |                            |
| Prompt                                 |  |     |      |     |        |                          |                            |
| Strong & Courteous Greeting            |  |     |      |     |        |                          |                            |
| Consistent greeting by all             |  |     |      |     |        |                          |                            |
| Back-up answering responsibility       |  |     |      |     |        |                          |                            |
| Customer Service Representatives       |  |     |      |     |        |                          |                            |
| Consistently courteous                 |  |     |      |     |        |                          |                            |
| Consistently Professional              |  |     |      |     |        |                          |                            |
| Consistently Customer Focused          |  |     |      |     |        |                          |                            |
| Impression of sales representatives    |  |     |      |     |        |                          |                            |
| Consistently Courteous                 |  |     |      |     |        |                          |                            |
| Consistently Professional              |  |     |      |     |        |                          |                            |
| Consistently Customer Focused          |  |     |      |     |        |                          |                            |
| 3 2nd Impressions                      |  |     |      |     |        |                          |                            |
| Reception Area: Info on Display        |  |     |      |     |        |                          |                            |
| Steps in the Repair Process            |  |     |      |     |        |                          |                            |
| Refinish Warranty                      |  |     |      |     |        |                          |                            |
| Employee Training Certifications       |  |     |      |     |        |                          |                            |
| Photos / Testimonials                  |  |     |      |     |        |                          |                            |
| Production Area                        |  |     |      |     |        |                          |                            |
| Neat & Clean 100% of time              |  |     |      |     |        |                          |                            |
| Employees in Uniforms                  |  |     |      |     |        |                          |                            |

FIG - 7



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## Sales & Marketing: Selling and Sources of Business

Note: This is the same portion of the detail of the Sales & Marketing ' Sub-Page', completed

|  | N/A | Weak          | Avg | Strong | Add to<br>90-Day<br>Plan | Add to<br>One-Year<br>Plan |
|--|-----|---------------|-----|--------|--------------------------|----------------------------|
| 1 Customer 1sty Impression of yYour Facility |     | From 1. above |     |        |                          |                            |
| Overall Impression from street               |     | 384           |     |        |                          |                            |
| Signage                                      |     |               |     |        |                          |                            |
| General Appearance of Building               |     |               |     |        |                          |                            |
| Clear wide entrance                          |     |               |     |        |                          |                            |
| 380 { Appearance of Parking Area             |     |               |     |        |                          |                            |
| Parking places available                     |     |               |     |        |                          |                            |
| Parking places well marked                   |     |               |     |        |                          |                            |
| Estimating area marked                       |     |               |     |        |                          |                            |
| Appearance of Reception Area                 |     |               |     |        |                          |                            |
| Clean  |     |               |     |        |                          |                            |
| Comfortable                                  |     |               |     |        |                          |                            |
| 2 Customer 1st Impression of Employees       |     | From 2. Above |     |        |                          |                            |
| Telephone Answering & Handling               |     |               |     |        |                          |                            |
| Prompt                                       |     |               |     |        |                          |                            |
| Strong & Courteous Greeting                  |     |               |     |        |                          |                            |
| Consistent greeting by all                   |     |               |     |        |                          |                            |
| Back-up answering responsibility             |     |               |     |        |                          |                            |
| Customer Service Representatives             |     |               |     |        |                          |                            |
| Consistently courteous                       |     |               |     |        |                          |                            |
| Consistently Professional                    |     |               |     |        |                          |                            |
| Consistently Customer Focused                |     |               |     |        |                          |                            |
| Impression of sales representatives          |     |               |     |        |                          |                            |
| Consistently Courteous                       |     |               |     |        |                          |                            |
| Consistently Professional                    |     |               |     |        |                          |                            |
| Consistently Customer Focused                |     |               |     |        |                          |                            |
| 3 2nd Impressions                            |     | From 3. Above |     |        |                          |                            |
| Reception Area: Info on Display              |     |               |     |        |                          |                            |
| Steps in the Repair Process                  |     |               |     |        |                          |                            |
| Refinish Warranty                            |     |               |     |        |                          |                            |
| Employee Training Certifications             |     |               |     |        |                          |                            |
| Photos / Testimonials                        |     |               |     |        |                          |                            |
| Production Area                              |     |               |     |        |                          |                            |
| Neat & Clean 100% of time                    |     |               |     |        |                          |                            |
| Employees in Uniforms                        |     |               |     |        |                          |                            |

FIG - 8



## Sales & Marketing: Selling and Sources of Business

Note: This is the same Sales & Marketing 'Sub-Page', as it might appear completed

|   | N/A                      | Weak                                | Avg                      | Strong                   |
|---|--------------------------|-------------------------------------|--------------------------|--------------------------|
| 1 Customer 1st Impression of Your Facility                  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |                          |                          |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 2 Customer 1st Impression of Your Employees                 | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 3 2nd Impressions   | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 4 Sales Close % on Estimates Written                        | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 5 Maximizing Repeat & Customer Referrals                    | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 6 Maximizin Insurance DRP Business                          | <input type="checkbox"/> | <input checked="" type="checkbox"/> |                          |                          |
| <a href="#">Cycle Time Performance (CTP)</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Unique Cycle Time Measurement Tools</a> |                          |                                     |                          |                          |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 7 Maximizing Employee Refferals                             | <input type="checkbox"/> | <input checked="" type="checkbox"/> |                          |                          |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 8 Maximizing Dealership & Fleet Referrals                   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |                          |                          |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 9 Maximizing 'Exposure' of Location                         | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 10 Advertising & Marketing Promotion                        | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |
| 11 Yellow Pages & Directories                               | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <a href="#">Checklist and Action Planner</a>                |                          |                                     |                          |                          |
| <a href="#">Link to Detail Below</a>                        |                          |                                     |                          |                          |

FIG - 9